Note for Nicholes, Nichelle

From: Sinha, Arun

Date: Wed, Feb 23, 1994 11:18 AM

Subject: RE: May FSI

To: Nicholes, Nichelle

Cc: DAlessandro, Giuseppe; Galeotti, Kay; Marryshow, Karen; Meade, mindy

Nicki,
Let's reserve this date for a national FSI, We need to:
1) Decide on the offer
2)Get the agency to work on a creative for this FSI; you should write a creative brief for this.
3) Let's explore and see if we can execute "Your Bassic Shelter" i.e giveaway a house seepstakes or we don't have enough time to execute this concept.
Thanks,
Arun

2060184043

From: Marryshow, Karen on Tue, Feb 22, 1994 4:02 PM
Subject: RE: May FSI
To: Sinha, Arun
Cc: DAlessandro, Giuseppe; Galeotti, Kay; Nicholes, Nichelle

may 15 is available -- march 11 contract date march 18 -- film due

2060184044

From: Sinha, Arun on Tue, Feb 22, 1994 3:48 PM
Subject: RE: May FSI
To: Marryshow, Karen; Nicholes, Nichelle
Cc: DAlessandro, Giuseppe; Galeotti, Kay

Karen,
If we have not scheduled a national FSI in addition to the regional one, can you let Nicki know the datesfor contract, film closing and the issue date for a Basic FSI in May.
Thanks,
Arun

2060184045

From: Nicholes, Nichelle on Fri, Feb 18, 1994 4:38 PM
Subject: RE: May FSI
To: Marryshow, Karen
Cc: DAlessandro, Giuseppe; Sinha, Arun

Karen, that's what I'm asking you. Who have we contracted with? Are they regional contracts? If so, we would also like to do a national FSI mid may. Can you check to see if this is on your media schedule?

If it the one we have already scheduled is only Level IV markets, the market list would be the same as March 27th.

Nicki
x3294

2060184046

From: Marryshow, Karen on Fri, Feb 18, 1994 2:13 PM
Subject: RE: May FSI

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